Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of receiving and analyzing a plurality of content items in a processing apparatus for viewing by at least one user, the processing apparatus providing a recommendation of the content ~~to a~~ items preferred by the at least one user, the method comprising ~~the steps~~ acts of:

determining~~, by a user profile processor,~~ a user preference profile for a user;

receiving a plurality of content items;

~~determining, by a recommender processor~~establishing a preference value for each received content item such that,

if a first content item correlates with the user preference profile, setting ~~to determine if the first content has~~ a high preference value~~,~~ and ~~if the first content has a high preference value~~ recommending the first content item to ~~a~~ the user,~~,~~ and

if the first content item does not have a high preference value,~~:determining if~~ recommending the first content item if it

comprises at least ~~a~~ one first characteristic having an associative correspondence to at least ~~a~~ one second characteristic of a second content item having a high user preference ~~and recommending the first content to the user only if there is such an associative correspondence~~.

2. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein the first content item is recommended to the user if only a single associative correspondence between the first characteristic and the second characteristic is determined.

3. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein only one associative correspondence is determined for the first characteristic and second characteristic.

4. (Currently Amended) ~~A~~ The method as claimed in claim 1, further comprising ~~the step~~ an act of determining a user preference for the first content item recommended from the associative correspondence and updating the user preference profile in response to the user preference.

5. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein the first characteristic is a ~~first content~~ description ~~characteristic~~ of the first content item and the second characteristic is a ~~second content~~ description ~~characteristic~~ of the second content item.

6. (Currently Amended) ~~A~~ The method as claimed in claim 5, wherein the first content item description ~~characteristic~~ is derived from a first textual description associated with the first content item and the second content item description ~~characteristic~~ is derived from a second textual description associated with the second content.

7. (Currently Amended) ~~A~~ The method as claimed in claim 6, wherein the associative correspondence is determined in response to an identification of a correspondence between at least one word of the first textual description and at least one word of the second textual description.

8. (Currently Amended) ~~A~~ The method as claimed in claim 7, wherein the correspondence is determined in response to the at

least one word of the first textual description having a similar meaning as the at least one word of the second textual description.

9. (Currently Amended) ~~A~~ The method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having an associative word correspondence to the at least one word of the second textual description, the associative word correspondence being determined from a database of word associations.

10. (Currently Amended) ~~A~~ The method as claimed in claim 7, wherein the associative correspondence is determined in response to word combinations of at least one of the first and second textual content descriptions.

11. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein at least one of the first and second characteristics ~~is~~ are determined from ~~a~~ content analysis of the first and second content items.

12. (Currently Amended) ~~A~~ The method as claimed in claim 11, wherein the content analysis comprises a content items video image analysis.

13. (Currently Amended) ~~A~~ The method as claimed in claim 11, wherein the content analysis comprises a content items audio analysis.

14. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein at least one of the first and second characteristic is determined from a content video object analysis of each of the first content item and the second content item.

15. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein at least one of the first and second characteristics ~~is~~ are determined from a content broadcast channel.

16. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein the ~~step~~ act of determining the associative correspondence comprises determining a plurality of associative correspondences between a plurality of characteristics of the first content item and a plurality of characteristics of the second content item.

17. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein the associative correspondence is further determined in response to a previous associative correspondence between content items.

18. (Currently Amended) ~~A~~ The method as claimed in claim 1, wherein at least one of the first and second characteristics ~~is chosen~~ are selected from ~~the group~~ at least one of ~~a.~~ an actor, ~~; b.~~ a character played by an actor, ~~;~~ and ~~c.~~ a location.

19. (Currently Amended) A computer readable storage medium comprising a computer program including a set of instructions executable by a processor, the set of instructions being operable to be received by the processor for configuring the processor to receive and analyze a plurality of content items for viewing by a user, and for configuring the processor to provide a recommendation of the content items preferred by the user, the computer program comprising:

a portion configured to determine a user preference profile for a user;

~~determine~~a portion configured to receive a plurality of content items;

a portion configured to establish a preference value for each received content item such that

if a first content item correlates with the user preference profile ~~to determine if the first content has a~~ high preference value, ~~; and if the first content has~~ setting a high preference value and recommending the first content item to a user, ~~;~~ and

if the first content item does not have a high preference value, ~~:determining if~~ recommending the first content item if it comprises at least ~~a~~ one first characteristic having an associative correspondence to at least ~~a~~ one second characteristic of a second content item having a high user preference ~~and recommending the first content to the user only if there is such an associative correspondence~~.

20. (Currently Amended) A ~~recommender~~ processing apparatus for receiving and analyzing a plurality of content items and providing a recommendation of content ~~to~~ items preferred by a user, the recommender comprising:

a user profile processor for determining a user preference profile for a user;

a receiver for receiving a plurality of content items;

a recommender processor for ~~determining:~~establishing a preference value for each received content item such that

if a first content item correlates with the user preference profile, setting ~~to determine if the first content has~~ a high preference value~~;~~ and ~~if the first content has a high preference value~~ recommending the first content item to a user,~~;~~ and

if the first content item does not have a high preference value, ~~:determining if~~ recommending the first content item if it comprises at least ~~a~~ one first characteristic having an associative correspondence to at least ~~a~~ one second characteristic of a second content item having a high user preference ~~and recommending the first content to the user only if there is such an associative correspondence~~.

21. (Currently Amended) ~~A private video recorder (101) comprising a recommender~~The processing apparatus as claimed in claim 20, wherein the processing apparatus is a portion of a video recorder.